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EuromPM

project Life Cycle vs product Life Cycle

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Agenda

- **Life Cycle Concept**
- **Project Life Cycle Concept**
- **Product Life Cycle concept**
- **Project Life Cycle vs Product Life Cycle**
- **Conclusion**



Life Cycle Concept

- What is Life Cycle ?
 - Process is continuously & unidirectional
 - Sequence is obligatory
- No beginning or end
- The sequence cannot be change



Life Cycle Concept

- Example

Seed – seedling – mature plant – blossom – seed

- A seed cannot go directly to being mature plant, or
- mature plant cannot revert back to a seed.

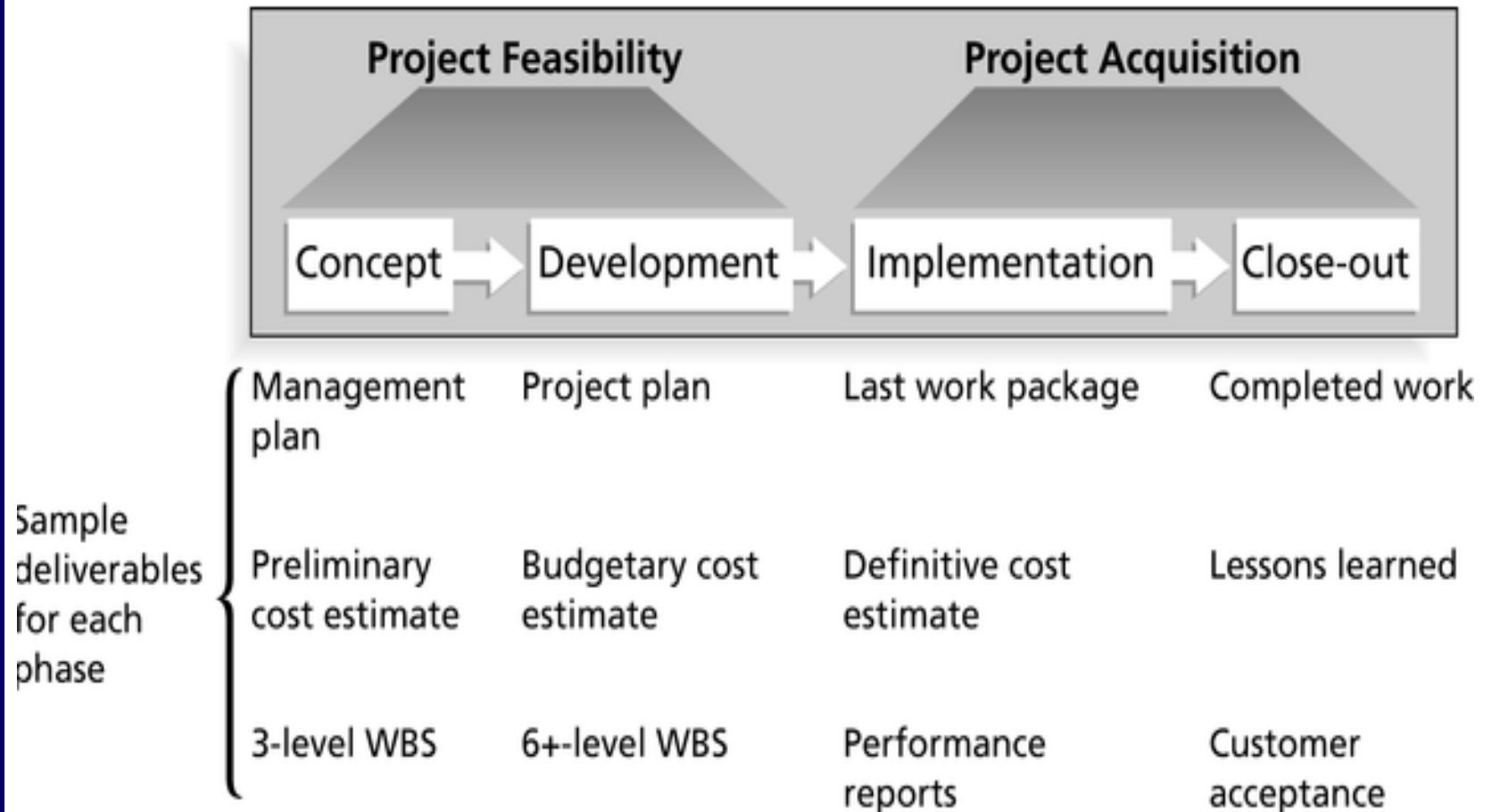


Project Life Cycle Concept

- What is Project life cycle ?
 - Project is divided into phases to achieve better control
 - Defines the phases that connect the beginning of a project to its end
 - Project phases vary by project but some general phases include
 - Defining
 - Planning
 - Executing
 - Delivering
 - Possible to return to prior phase and jump to another phase
 - It is not uncommon for the next phase to begin without closing the current phase. Also known as 'Fast Tracking'



Project Life Cycle Concept



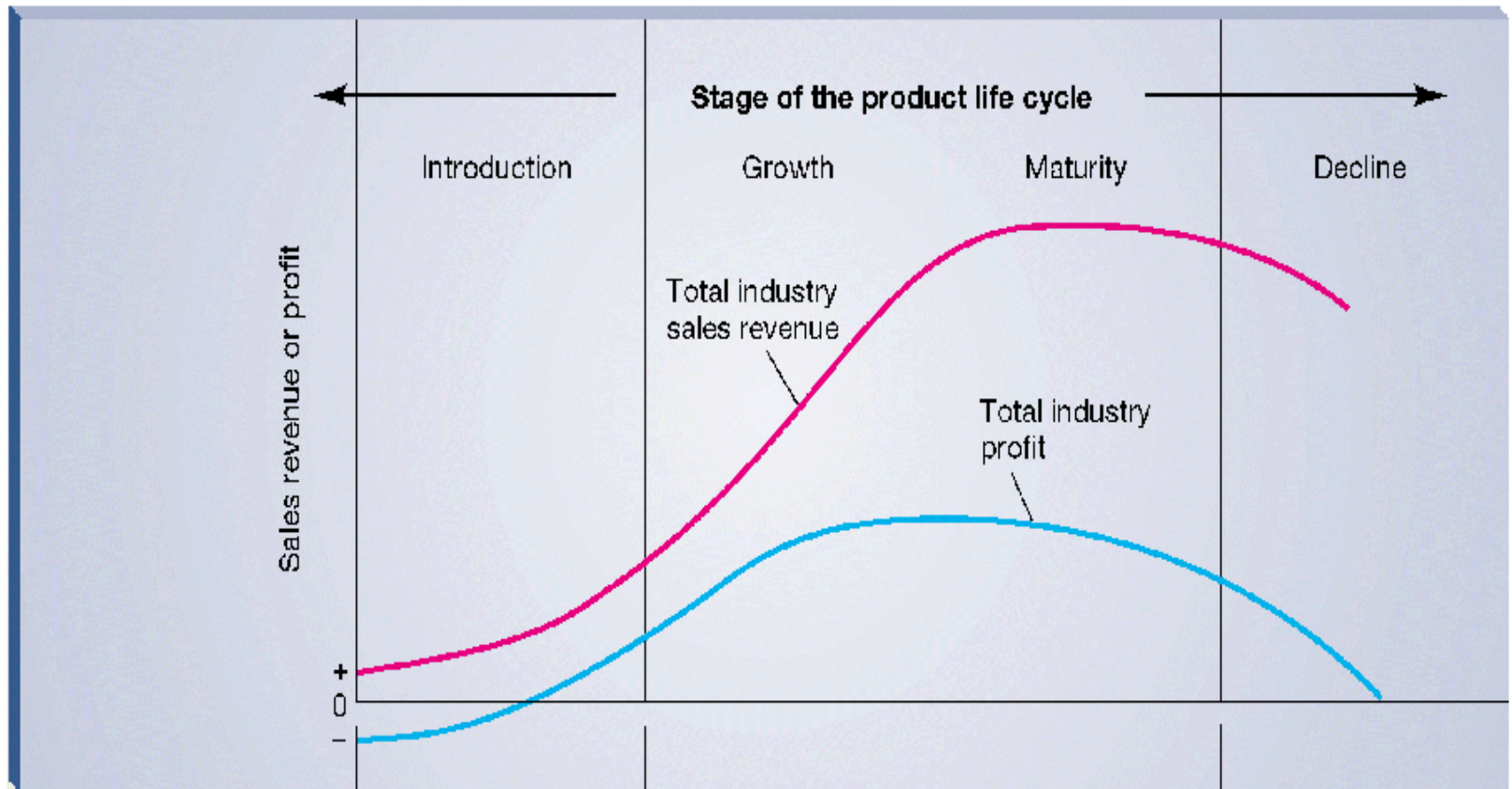


Product Life Cycle Concept

- What is Product life cycle ?
 - Like life span of a Product
 - Some product have very long life span
 - Some product have very short life span
 - Impossible to jump to another phase or return to prior phase
 - Phases vary by product but some general phases include
 - Idea or Research and development
 - Market introduction
 - Growth
 - Deterioration (Decline)
 - Death



Product Life Cycle Concept





Project life cycle vs Product life cycle

- The project life cycle applies to all projects, regardless of the products being produced
- Product life cycle models vary considerably based on the nature of the product
- Project management is done in all of the product life cycle phases
- Project life cycle is part of any other life cycle



Project life cycle vs Product life cycle

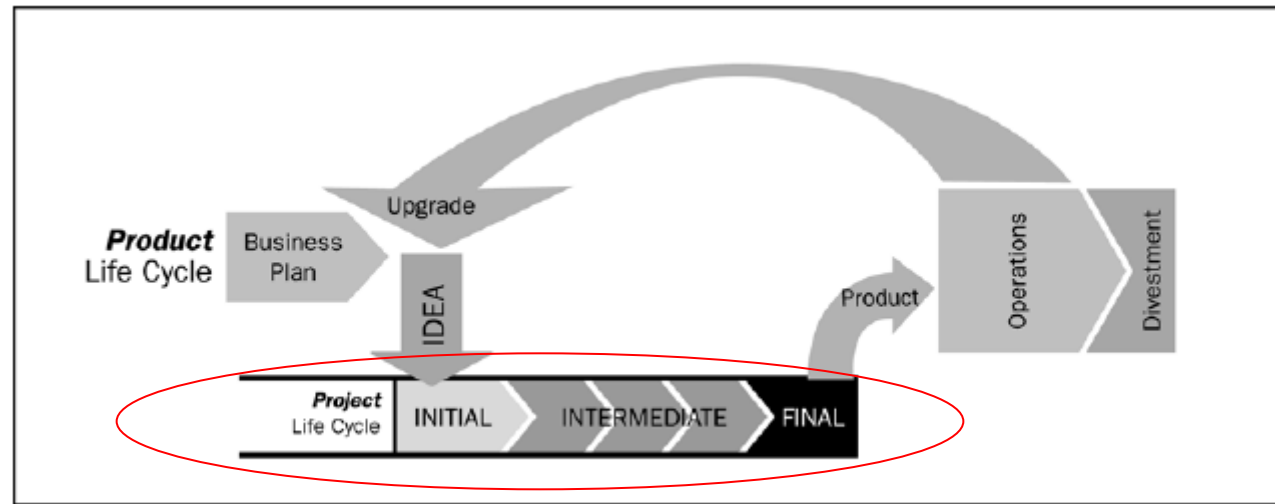


Figure 2-4. Relationship Between the Product and the Project Life Cycles



Project life cycle vs Product life cycle

- Example

BMW want to make new BMW 3serie.

- As Product life cycle start with
Idea, introduction, growth, mature, decline, and death
- Idea phase itself become Project life cycle, start with
Defining, planning, executing, delivering



Conclusion

- Life cycle is a Process, that has specific sequence and no ending
- Project life cycle have some same concepts with life cycle, the different is in sequence, which is: in life cycle there is specific phase and sequence and no ending and it's always like that. In Project life cycle there is also a sequence but it's possible to jump to next phase or back to prior phase and it always has ending
- Project life cycle is part of any other life cycle, because Project life cycle applies in all projects



Thank you for your attention